

SMILE Board Meeting Minutes

October 18, 2017

SMILE Station

Main Website

www.SellwoodMoreland.org

Procedural

www.SMILerecords.org

OFFICERS PRESENT: Joel Leib, President; Pat Hainley, Treasurer; Eric Norberg, Secretary

BOARD MEMBERS PRESENT: Elizabeth Milner, Bob Burkholder, Elaine O'Keefe, Kim Borcharding, Brian Bawol, Kevin Palmer

President Joel Leib called the meeting to order at 7:34 p.m., asking those present to introduce themselves, around the room. He then asked the Board to review the minutes of the September 20 Board Meeting. Bob Burkholder moved the minutes be approved as submitted, and Kevin Palmer seconded; the motion carried unanimously.

David Schoellhamer, SMILE Land Use Committee Chair, was first to present, and began by reviewing provisions of the charter of the committee that was approved by the SMILE Board eight years ago, and he reviewed compliance by the committee to these guidelines. These guidelines require that the committee members chosen by the Chair be confirmed by the SMILE Board. Eric Norberg commented that this is the only SMILE committee with that requirement, which seemed to him to be unnecessary. But inasmuch as this requirement is currently in the guidelines, Kim Borcharding moved the SMILE Board approve all the current Land Use Committee members, Eric seconded the motion, and the motion carried unanimously.

Schoellhamer then moved on to the agenda item – the presentation to the Board of proposed testimony to the city on a matter in the Comprehensive Plan. There is one lot, on S.E. 19th north of Insley on the west side of 19th, in north Westmoreland, which poses a problem; it is zoned RH, for large apartment developments, but really should have been R2 all along, due to the duplex and triplex sited on the lot for many years. Apparently the county has never been aware of the triplex on the lot; the city would like to retain the RH zoning simply as a matter of policy. In this case, the original zoning was the result of a mistake. The proposed testimony, to which he said city planners show sympathy, would be to rezone the lot R1, consonant with other surrounding properties, to harmonize with other zoning in the immediate locality. Eric Norberg moved SMILE accept and submit the testimony, Elaine O'Keefe seconded the motion which, after brief discussion, passed unanimously.

Schoellhamer concluded by announcing that the city is now proposing some modification of the Comprehensive Plan to incorporate Residential Infill changes in residential zoning. The changes are controversial. The Land Use Committee will hold a public meeting on this on November 1, then will prepare a summary of that meeting for the SMILE General Meeting.

The committee will then prepare proposed testimony for the SMILE Board to consider at its November 15 meeting.

The remaining item on the agenda, advocated by President Joel Leib, dealt with improving SMILE Station and Oaks Pioneer Church revenue and operation; but before turning to that, Leib and Kim Borcharding showed the Board printed glossy posters and flyer cards for the “Buy A Brick” SMILE fundraiser. The rosters for the fundraiser are made, and the dedicated website to facilitate the “selling” of bricks – originally expected to be live on October 1 – should be live within a couple of days. A fundraising update will be given at the next Board meeting.

Joel then turned to the idea he has originally proposed of hiring a part-time person to promote the use of Oaks Pioneer Church and SMILE Station, and to archive records of each. This person would be assisting the Manager of both facilities, Lori Fyre. Joel said that he did not intend that a vote be taken on this matter at this meeting, but he would like to get feedback and opinions from the Board.

Kevin Palmer remarked that he thinks improvements in the marketing of these facilities can be made; “there’s lots of potential from a marketing perspective.” Some of his comments were directed to the church website. He went on to give examples of such improvements to make Lori’s job easier, when Kim asked for specifics. He also wants to “try a small amount of ‘Google Search’ ads.” Brian Bawol suggested that the whole process should be documented before we upgrade/change things. Elizabeth Milner said she would like us to proceed with the marketing aspect without delay, but endorsed a comment Gail Hoffnagle made at the previous meeting that SMILE’s goals should be established before making changes in operation, then making any big decisions based upon our goals. When asked about how SMILE could use increased income, Pat Hainley gave examples of ways that SMILE has in the past financially supported programs for seniors and youth.

Returning to the idea of hiring an additional new part-time person, R. Corless, who was present, commented that such an employee needs to have a firm job description at the time of hiring. Joel repeated that tonight’s discussion was not intended to lead to a vote tonight; three key Board members are not present tonight whose input is needed, he said. Elaine O’Keefe suggested a Special Board Meeting to outline SMILE goals and proceed – a meeting with “a well-structured agenda.” Discussion for the timing of such a meeting centered for a while on the second Wednesday evening of November, 7-9 p.m.; and then seemed to shift to a day between November 16 and 20 at which all Board members could be present. No date was set at this time; coordination for such a date to be done by e-mail to get maximum Board attendance.

Kim Borcharding brought up to the Board that our Facebook presence is as a “group” and not as a “page”, a decision which she said has disadvantages for advertising; Elaine responded that a “group” has more control over its presence on Facebook. No decision on that matter was made at this time.

With no other business on the agenda or offered at the meeting, Elizabeth Milner moved the meeting be adjourned, Kevin Palmer seconded the motion, and the motion carried unanimously at 9:04 p.m.